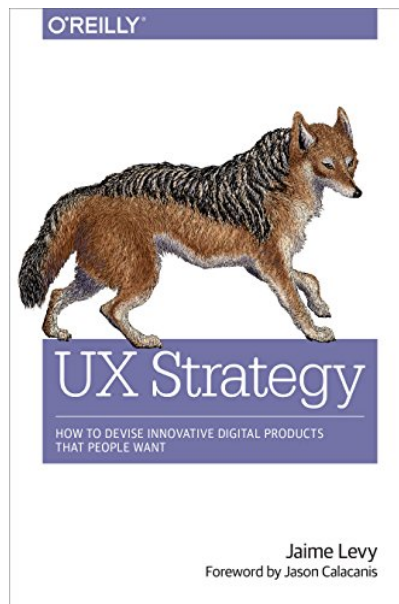


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User experience (UX) strategy requires a careful blend of business strategy and UX design, but until now, there hasn't been an easy-to-apply framework for executing it. This hands-on guide introduces lightweight strategy tools and techniques to help you and your team craft innovative multi-device products that people want to use.

Whether you're an entrepreneur, UX/UI designer, product manager, or part of an intrapreneurial team, this book teaches simple-to-advanced strategies that you can use in your work right away. Along with business cases, historical context, and real-world examples throughout, you'll also gain different perspectives on the subject through interviews with top strategists.

- Define and validate your target users through provisional personas and customer discovery techniques
- Conduct competitive research and analysis to explore a crowded marketplace or an opportunity to create unique value
- Focus your team on the primary utility and business model of your product by running structured experiments using prototypes
- Devise UX funnels that increase customer engagement by mapping desired user actions to meaningful metrics

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